

ABSTRACT

A color display apparatus is of the type wherein a unit pixel is constituted by at least three subpixels including first to third subpixels, and at each subpixel, a medium for changing an optical property depending on a voltage applied thereto is disposed. The color display apparatus includes means for applying a voltage, to each of the first to third subpixels, for changing the optical property of the medium within a brightness change range in which light passing through the medium is changed in brightness and a hue change range in which the light passing through the medium assumes chromatic color and a hue of the chromatic color is changed while including combinations of red and green, red and blue, and green and blue for the first to third subpixels, respectively.